8/4/90

Kelly,

In an effort to keep both the Board and Founders aware of what the Institute is doing, I have sent the enclosed to them all.

I think this will give everyone a good feel of generally what we are involved with, but I know there are certain details that you should know about that directly affect other members of the staff and what I have asked of them.

Cyberthon:
Attached are charts of how Cyberthon is doing financially. Basically we have sent out 624 invitations (100 of which were to folks who may be presenters or volunteers). Of those we have 40 solid acceptances.

How are we going to get more acceptances? Send out more invitations.

Paul is going to print me out some labels for Sustainers, munificents and subscribers in the Bay Area which volunteers will send out (hopefully) Thursday. Also word is going to go out tactfully on the WELL so people will know it is by invitation only, the Steering Committee is getting me more names and in general this effort is being beefed up.

We probably can run the event on 200 acceptances but our target is 400 -- to do it well and get some profit.

I am not panicking since I have received verbal assurances from all sorts of people that they are interested in coming -- including one man from Japan who may bring 10 others.

FAR OUT

Environmental Tours

Having received some hint of interest from Odwalla, I have asked Richard N to investigate South Bay sites which might be part of a tour we can market to companies with an environmental bent like Odwalla.

Fundraising

As part of the Whole Earth family, the Institute certainly does not want to step on the fundraising toes of the magazine etc. We are planning some kind of appeal in the fall, now that the Institute has done something, so I would like to sit down with you and Peter and make sure we will not be appealing to the same people at the same time.

Healing the Earth -- the book for Schools:

The C S Fund (which has underwritten other environmental books) has shown some interest in this, so I am going to write up a formal proposal when I get the revised budget from Keith. I am also going to send the proposal to some other foundations and Patagonia for at least partial funding.

Meetings

September 10th -- at 9 a.m. -- we are having session 2 of the Teleconferencing discussion (this is all day)

October 6th -- at noon -- Cyberthon begins

October 10th -- from noon to 5 - the Founders and Board are meeting at the Alta Mira (unless I find some place better)

Hopefully I will find time to write these updates on a more regular basis, but I am not promising as things promise to get more hectic as September and October march forth. However, if you have questions -- or need information -- please feel free to ask or leave me a note and I will respond!

SL